We'd like to offer you a few communications tools and guides we've developed at DCM. Take a few minutes and look through the following images and documents, and call us if you have any questions. We're ready to help in whatever way we can.

<u>All Scripts and Teleprompter Format</u>

To help us retain the integrity of your script and teleprompter copy, please create and save your text as a RICH TEXT FORMAT. This will ensure that your copy remains unchanged within the different formats we must use in preparation for a telecast.

Please refrain from using any type of formatting such as:
>   No Tabs or Indents
>   No Macros
>   No Headings/Footers
>   No Columns or Tables
>   No Bullets
>   No Styles
>   No Demotions
>   No Variety of Fonts
>   No Imbedded Text
>   No Strikeout Text
>   Do Not use the Track Changes option when editing text

NOTE: Your script and teleprompter copy is being prepared for on-air reading, not printing. It is also being prepared for different script formats used throughout the production. Use of any formatting types, except RICH TEXT, may render the text incompatible with computer operated teleprompter systems. Removal of pre-existing formatting may cause the loss of text throughout the document.

Those who wish to have their teleprompter script written as "bulleted points," please just list the bulleted items at the left margin - DO NOT use the bullet formatting option - we will format the document once it's loaded into the teleprompter and mark them appropriately.

<u>Bullet Examples:</u>

<u>Incorrect</u>
- item one
- item two
- item three

<u>Correct</u>
Item one.
Item two.
Item three.

These guidelines will enhance our ability to accommodate your needs and will ensure the least amount of errors and problems in the transition of your copy to teleprompter.

Guest/Panelist Introductions

When writing introductions for the panelists, limit the introduction to a few sentences about the person that will help the audience understand their expertise and perspective on the subject matter. This should not be the person's bio.

Lower Thirds

A "lower third" is the name and identification seen under the faces of the people on the show and should take up as little of the lower third of the screen as possible. Lower thirds should consist of only 2 lines: First line includes the person's name and earned degrees. Second line includes the person's title. Be concise. Too much information may render the font size unreadable. Use abbreviations when appropriate. Prior to the broadcast, ask your panelists and guests how they would like to be identified. Also check for proper spelling. To facilitate this process on rehearsal day, please have your guests and panelists check with the Character Generator (CG) Operator for their proper identifier. The CG operator is located in the control room.

Line One: Name and degrees - limit 20 characters, including spaces and punctuation
Line Two/Three: Title - limit 30 characters each line (preferable to keep title to one line)

Example of "bad" lower third:

      Mark Salomon, M.D., Ph.D., MPH
      Association of Medical Devices Reprocessors
      Office of Device Evaluation, CDRH
      Food and Drug Administration

See examples of "good" lower thirds below.
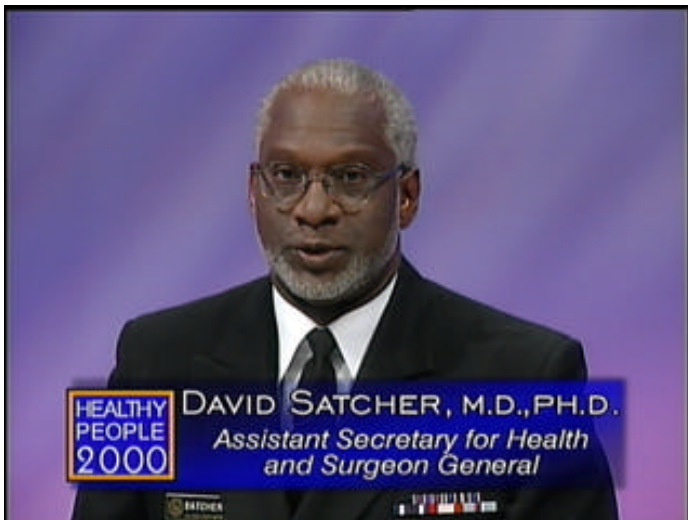
Some Basics for Creating PowerPoint for Television

1. Use the Slide Master option to create a template for all your slides - or just use one of the templates attached to this document. You can find the slide master by first opening PowerPoint, then clicking on View, then click on Master, select Slide Master. By using the Slide Master you will select what font size, text color, background color, and bullets you will use for every slide in your presentation. We suggest the following guidelines:

    a. Keep the slide simple - use a basic blue gradient background
    b. Title of Slide font size should be between 45-48 point, body of slide should be no smaller than 32 point - use a font that's easy to read (**Arial, BOLD** works best)
    c. Use a small to medium shadow on the text to help it stand out
    d. All text must be within the "TV Safe" area. [Note: To help you, we have drawn the TV Safe area onto the templates included with this document. You can either use them or use the same dimensions on your own slides. Be sure to select "No Fill" color for this box - just select a "line color" so you are able to see the outline of the box.]

2. Once you have created the Slide Master, you will apply this template to all the slides.

3. Remember: less is better, your slide should highlight your talking points, not be a script. Keep your bullets to one line if possible. Don't use more than 4-5 bullets per slide.

Please see our web site for examples of Power Point templates.
http://www.fda.gov/cdrh/ohip/dcm/LINKS/links.html

__Wardrobe and Make-up__:

Clothing for Women:
Solid colors are best. Avoid busy prints and thin pin stripes. Bright colors such as green, rose, dark reds, teal, and blue look excellent on camera. Avoid very dark colors or high contrast clothing such as a dark blue or black suit with a high white blouse. Earrings should be no more than an inch long. Stud earrings are best. Avoid wearing dangling bracelets or necklaces. They may interfere with the microphones. As you will most likely be wearing a clip-on type microphone, blouses and coats with lapels are good. In the event that your set includes a coffee table, it may be advisable to wear pants. In any event, be aware of your leg position. Please feel free to ask us for clothing suggestions.

Clothing for Men:
Mid-tone gray suits are best with a colored shirt. Avoid dark suits with white shirts. Also, a colorful tie is great ... but not too busy. Thin pin stripes or herringbone will appear to move or vibrate on camera and may be distracting. If you choose not to wear a jacket, wear a solid colored shirt such as dark blue or gray.   Please feel free to ask us for clothing suggestions.

Makeup:
A professional makeup artist will be provided on telecast day. Arrive at the studio wearing little or no makeup. When your makeup is finished, you may think it looks like too much has been applied. Not to worry. It will not appear that way on TV.   The TV camera sees your face differently than the naked eye. Men will look like they're not wearing makeup, and women will look like they're wearing their normal daytime makeup.   After the broadcast, it can simply be washed off with soap and water, or our makeup artist will supply you with special wipes to remove your makeup. If you have any skin allergies, please let the Producer know well in advance or let the makeup artist know before she applies your makeup. She has special hypoallergenic makeup for those who need it.   And of course, make sure your hair is clean before you arrive.

<u>Tech Center Amenities</u>:

The Tech Center provides participants with a "green room" which includes restrooms and shower facilities, a make-up table, and telephone communications. This room also has a television for viewing of the broadcast for the participants waiting to go on air. Participants may use this room for dress preparation and make-up application for the broadcast.

There are various meeting rooms available for viewing of the broadcast as well as for participants to prepare for the broadcast, i.e., reviewing script, last minute rehearsing, meditation, scream therapy, etc. Check with the Producer before the program to see what is available.
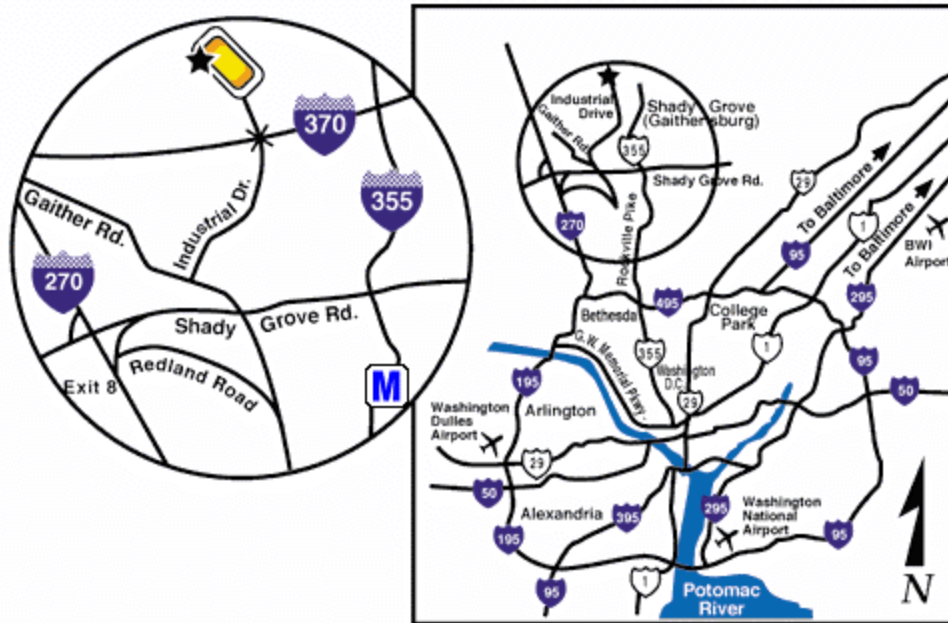
Sets:

If you want to get some ideas of what other programs have looked like, or, if you are trying to decide what your needs are, we have attached some pictures of various set designs. Your Producer will help you decide what works best for your program.

Contact Us:

To contact us please call 301-827-3555 or you can e-mail us at DCMO@cdrh.fda.gov

Directions:

From the North via I-270: Take I-270 south to Shady Grove Rd (Exit 8). Turn left (east) at top of ramp onto Shady Grove Road. At third traffic light, turn left onto Gaither Road. Go approximately 0.3 mile to Industrial Drive and turn right. Follow Industrial Drive for approximately 0.5 mile (dead-ends at large white building). Bear to the left side of the building and drive to the last set of double doors on the right. Enter double doors and check in at guard's desk.

From the South via I-270: Take I-270 north to Shady Grove Rd. (Exit 8). At end of ramp turn right (east) onto Shady Grove Road. At second light turn left onto Gaither Road. Go approximately 0.3 mile to Industrial Drive and turn right. Follow Industrial Drive for approximately 0.5 mile (dead-ends at large white building). Bear to the left side of the building and drive to the last set of double doors on the right. Enter double doors and check in at guard's desk.

From Rockville via Route 355: Turn left (west) onto Shady Grove Road. At third light turn right onto Gaither Road. Go approximately 0.3 mile to Industrial Drive and turn right. Follow Industrial Drive for approximately 0.5 mile (dead-ends at large white building). Bear to the left side of the building and drive to the last set of double doors on the right. Enter double doors and check in at guard's desk.

From Metro: Take the Red Line to the Shady Grove station (last stop on the Red Line). Metro station is approximately 4 miles from Tech Center. Take taxi to the building (no bus service is available.)

From: Ronald Reagan National Airport:
Take the George Washington Parkway WEST to, 495 (Beltway) NORTH [it will read Silver Spring-Baltimore] to, 270 NORTH [left-hand lane] to, exit 8 Shady Grove Road [bare to the RIGHT leading onto Shady Grove Road] Go to Gaither Road, [at light], turn LEFT onto Gaither Road, take to, Industrial Drive [at stop sign], turn RIGHT onto Industrial Drive Follow all the way back to Tech Center. Approximate travel time: 45 minutes.

From: Dulles Airport:
Take the Dulles Access Road to, 495 (Beltway) NORTH [it will read Silver Spring-Baltimore] to, 270 NORTH [left-hand lane] to, exit 8 Shady Grove Road [bare to the RIGHT leading onto Shady Grove Road] Go to Gaither Road, [at light], turn LEFT onto Gaither Road, take to, Industrial Drive [at stop sign], turn RIGHT onto Industrial Drive Follow all the way back to Tech Center. Approximate travel time: 45 minutes.

From: Balimore-Washington International Airport:
Take 95 SOUTH to, 495 (Beltway) WEST to, 270 NORTH to, exit 8 Shady Grove Road [bare to the RIGHT leading onto Shady Grove Road] Go to Gaither Road, [at light], turn LEFT onto Gaither Road, take to, Industrial Drive [at stop sign], turn RIGHT onto Industrial Drive Follow all the way back to Tech Center. Approximate travel time: 45 minutes